

Dates to remember

August 26, 2:00-3:00 PM	Get Ready for the AHCA Webinar
September 3, 2:00-3:00 PM	Get Ready for the AHCA Webinar
September 9-11	WV Public Library Directors Boot Camp (Three-day event)
September 17, 2:00-3:00 PM	Writing Effective Press Releases
September 25, 2:00-3:00 PM	Writing Effective Press Releases

Note the [WVLC Continuing Education calendar](#) for more information on all events.

New librarians in Princeton and Clarksburg

Two new library directors have joined the ranks. Brittany Rothausen is the new director of the [Princeton Public Library](#). And on September 16, Jill Rafter will become director of the [Clarksburg-Harrison Public Library](#).

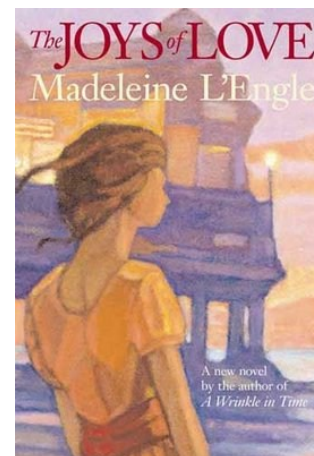
Craft Memorial Library Joins in the Online Book Club *The Joys of Love*

By Eve McGuire, Director, Craft Memorial Library

This year, the [Madeleine L'Engle website](#) introduced their 2013 Summer Reading Program for *The Joys of Love*; a coming of age, young adult novel by the author. They generously distributed ten free books to libraries that signed up. Craft Memorial Library was one of those libraries, and we began handing out books and signing-up our young readers immediately.

In order to keep our more rural patrons engaged with the library community, we decided to aim the online book club at our bookmobile patrons. As an online activity, it would be easier for them to interact with their fellow readers. Of course, our library patrons were welcome to join in as well.

We began a blog on [engagedpatrons.org](#), posted it as an event on Facebook, and we communicated by email so that everyone would be aware of what was going on with the blog,



and when to participate in posts and readings. We posted three topics for discussion and one end of the book activity. The [Madeleine L'Engle website](#) had an activity guide with questions for each Act in the book. We used a few of those questions, and a few broader topics.

We had nine participants, five were bookmobile patrons and four were Library patrons. For our first foray into the world of Online Book Clubs, we at Craft Memorial Library consider this a wonderful learning experience.

Time for the Academic Library Survey

By John Paul Myrick, Director of Library Development, WVLC



It's time again for the annual *West Virginia Academic Library Survey*. The West Virginia Library Commission has compiled this survey for a number of years to keep critical information about the state's academic libraries before the eyes of the Legislature and other decision makers. For an example of how the data collected in the survey is used, please see the [2012 WVLC Statistical Report](#).

Again, [we need your assistance in completing this year's survey](#), which should not take more than 30 minutes to complete. Please complete the survey and submit them by noon on Friday, September 6.

We greatly appreciate your assistance in this matter. If you have any questions, please contact [Susan P. Hoskins](#), State Data Coordinator via email or via telephone at 304-558-3978, ext. 2014.

Building a great school library collection with *Core Collection* databases

By Heather Campbell-Shock, State Library Services Director, WVLC

Don't know what to keep or toss in your library collection? State Library Services at the Library Commission can help you maintain and build a great school library collection with the assistance of the *Core Collection* databases from EBSCOHost. The *Core Collection* was formerly known as the "standard catalogs" from HW Wilson, and can help you identify titles to add, keep, or withdraw. State Library Services currently subscribes to *Fiction*, *Public Library*, *Children's*, *Middle and Jr. High*, and *Senior High Core Collections*.

Since these databases are part of State Library Services collection, access is not available through WVInfoDepot.org, but you can become a registered patron of the library to have access to them. Becoming a registered patron is easy: call the Library at 1 (800) 642-9021, option 3. We'll register you and mail a list of all our databases for K-12 with access information along with your State Library Services library card. (If you have questions, contact [Heather Campbell-Shock](#) at (304) 558-2045, ext. 2069.)

Library events around the state

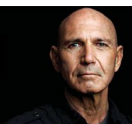
Kanawha County Public Library welcomes back Bright Star Touring Theatre for four presentations of *I Wore a Yellow Star*, a powerful play about the Holocaust. This production presents an accessible and honest portrayal of the Holocaust, taking the audience on a journey through pivotal moments with key historic figures to help them understand this dark chapter in our human experience. These stories of hope and inspiration help young people understand the resilience of the human spirit. Best for grades 3- adult. (September 3-6 at various branches; visit the [KCPL website](#) for more information, or contact [Terry Wooten](#), Marketing and Development Manager, KCPL, at (304) 343-4646, ext. 287)

The new People's University event at the **Ohio County Public Library**, *A Cartoon History of the United States*, will explore the power and artistry of political cartoons from the founding period through the present using interactive analysis. From early August through Constitution Day, September 17, the library will host a large exhibit called "Democracy" on loan from the Herblock Foundation (named for political cartoonist Herbert Block) on display near the library's main entrance. The first class on Tuesday August 27 at 7:00 PM will provide some background on Herblock and an introduction to political cartoons throughout American history from Thomas Nast to present. Instructor Warren Bernard has cataloged over 800 cartoons in the Art Wood Collection at the Library of Congress. His most recent project consisted of compiling Herblock's works into a publication and DVD. People's University programs are free and open to the public. Please call the library at (304) 232-0244 or visit facebook.com/lunchwithbooks for more information and to RSVP.

Upcoming webinars

- **Meaningful Use: Libraries connecting patrons to ACA resources**, from the WebJunction. Wednesday, August 28 at 1:00 PM. As libraries look ahead to the October 1 open enrollment date for the [health insurance marketplace](#), there is an abundance of information about the Affordable Care Act (ACA), and many opportunities for public libraries. One of the key roles that libraries can play is to maintain an awareness of available resources in your area, and develop an approach for connecting patrons to those resources in the way that makes the most sense for your community. Please join this interactive session, where we will discuss strategies for libraries to identify ACA resources, hear from libraries that are working to prepare for patron requests, and obtain key policy and resource updates from ACA experts. If you cannot attend this live session, a recorded archive will be available to view at your convenience. Please [sign up if you'd like to receive notifications](#) about this project, including when the archive is available. For registration, please visit WebJunction to [register for this event](#).
- **Marketing Libraries: What the not-for-profits can learn from the lots-of-profits**, from WebJunction. Thursday, August 29 at 1:00 PM. This webinar will provide library marketing strategies that build awareness, grow your audience and establish your library as an authoritative source and a definitive provider of services for the community. You built it and promoted it, but they didn't come? Libraries can learn from marketing strategies that for-profit organizations use. Explore how to build "ambient awareness," establishing your library as an authoritative source and a definitive provider of services for the community. Learn how to use social media not only for communication, but as a tool to monitor and document the impact of the library. Get your whole team on board to tell the library's convincing story of its impact on your community. [Register for the webinar at WebJunction](#).

- **Impact Survey: Understand Your Community's Technology Needs**, from WebJunction. Thursday, September 5 at 2:00 PM. [Early Registration](#) at WebJunction is available. Participate to learn how library staff can implement the Impact Survey and use the survey results to:
 - a. Inform smart internal planning, strategy, and resource allocation
 - b. Use local facts and figures to support advocacy and fundraising efforts when communicating with local decision makers and other stakeholders
 - c. Improve their ranking with the Edge and other evaluation metrics
 - d. Better serve their communities
- **Building a Digital Dodge City**, from WebJunction. Tuesday, September 10 at 2:00 PM. [Early Registration](#) at WebJunction is available. Building a digitally inclusive community requires buy-in and engagement from all sectors, with libraries playing a lead role alongside government, schools, businesses, and individuals. Using the principles and steps in *Building Digital Communities: A Framework for Action*, Dodge City, Kansas is engaging stakeholders, aligning interests, setting community-wide goals and developing demonstration projects. Participate for a conversation with the Dodge City leadership team discussing why they have prioritized a community-wide initiative, the challenges of working with multiple sectors (with diverging goals!), what they expect from the project and what they recommend to others considering a similar path.
- **Services for the Disabled in our Libraries and Cultural Institutions: Today and Tomorrow**, from Lyrasis. Friday, September 13 at 12:30 PM - 2:00 PM. Registration is free for Lyrasis members and \$25 for non-members. [Visit Lyrasis online](#) for more information and to register. Shellie Zeigler, Director of the Blind and Physically Handicapped Library Services of the Mississippi Library Commission, will share her experiences and offer an overview of services available to library users. She will review current technology and services, like the National Library Service for the Blind and Physically Handicapped, and share how library staff in public, academic and special libraries can help an impaired person find the resources they need. Shellie will also explore and review other resources that may be offered and implemented for the physically and visually impaired. The session will close with a review and reflection upon how our information rich community of cultural institutions can increase access for disabled users in the future, and what the future scope of services for the disabled might.
- **Fundamentals of Electronic Resources Acquisitions**, from ALCTS. September 23 - October 18. This four-week online course provides an overview of acquiring, providing access to, administering, supporting, and monitoring access to electronic resources. Gives a basic background in electronic resource acquisitions including product trials, licensing, purchasing methods, and pricing models and will provide an overview of the sometimes complex relationships between vendors, publishers, platform providers, and libraries. The course was developed by Dalene Hawthorne, Head of Systems and Technical Services, Emporia State University. Who Should Attend: This is a fundamentals course that will appeal to anyone interested in the topic with no previous experience. Registration Fee: \$109 ALCTS Member and \$139 Non-member. For additional details and access to the registration link, [please visit ALCTS](#). For questions about registration, contact ALA Registration by calling 1-800-545-2433 and press 5 or email registration@ala.org. For all other questions or comments related to the web courses, contact Julie Reese, ALCTS Events Manager at 1-800-545-2433, ext. 5034 or alctsce@ala.org.



Win Free Books for Teen Read Week

The Young Adult Library Services Association (YALSA), in partnership with Soho Teen, in promoting [Teen Read Week](#), October 13–19, with the theme “Seek the Unknown @ your library.”

The YALSA/Soho Teen partnership will allow YALSA to “continue . . . helping libraries implement innovative reading programs for and with teens,” said Shannon Peterson, YALSA president. “We all know how important it is for teens to continuously hone their reading skills, so it’s critical that we keep up our efforts to help them do so.”



Any individual hosting [Teen Read Week](#) events at schools, public libraries, or after-school programs who joins the online Teen Read Week community will be eligible to receive a Soho Teen Shelf of approximately ten hardcover books. A total of four Soho Teen Shelves will be given away.

“Librarians are always the ones thinking outside the box and keeping reading alive in a world where kids have a zillion other options at their fingertips — [Teen Read Week](#) is just one more brilliant example. What better way to get teens reading than to create a big party around what is otherwise a solitary endeavor? Soho Teen is proud to join the celebration, both of reading and of our librarian comrades,” said Bronwen Hruska, publisher of Soho Press.

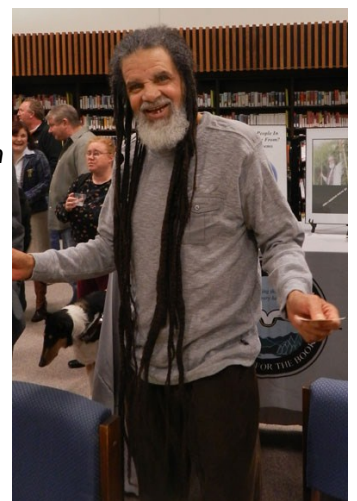
[Soho Teen](#), launched in January 2013, is for fearless YA readers who crave thrills and a unique and unapologetic take on “mystery.” While every title has a high-stakes puzzle at its core, the list runs the gamut of genres — from the darkest fantasy to the funniest contemporary — and explores every nuance of romance, friendship and betrayal.

Teen Read Week is a national adolescent literacy initiative created by the Young Adult Library Services Association (YALSA). It began in 1998 and is held annually during the third week of October. Its purpose is to encourage teens to be regular readers and library users.

Poet Jordan featured at 2014 African-American Literature Celebration

The 2014 African-American Literature Celebration, scheduled for February 7, 2014 at 7:00 PM, will feature Norman Jordan, an internationally published poet and West Virginia’s most-published African-American poet. His poetry has been anthologized in 41 books of poetry, the most recent being *Make a Joyful Sound: Poems for Children by African-American Poets*, *In Search of Color Everywhere: A Collection of African-American Poetry* and *Wild Sweet Notes: Fifty Years of West Virginia Poetry 1950-1999*.

Jordan was a featured poet in *Creative Classroom*, a magazine published by the Children’s Television Workshop for the “Sesame Street” television show. Jordan is a playwright as well; his work has been staged in San Diego, Cleveland, Dallas, Atlanta and New York. Jordan holds a United Nations Playwright’s Award and was the first recipient of the Harriet Eells Performing Arts Fellowship at the famous Karamu House Theater in Cleveland,



Ohio. In addition, Jordan portrays the History Alive character Carter G. Woodson who spent his early years in West Virginia as a railroad worker, coal miner, teacher, and professor.

Jordan has taught African-American literature at West Virginia University (WVU) and Glenville State College. He holds a bachelor of fine arts in theatre from WVU and a masters of arts in African-American Studies from Ohio State University. He is co-founder and director of the African American Heritage Family Tree Museum in Ansted, and president of the West Virginia African American Arts and Heritage Academy.

In January of 2000, Jordan was the recipient of a Martin Luther King Jr. Living the Dream Award, issued by the Martin Luther King Jr. West Virginia Holiday Commission.

Martinsburg-Berkeley County Public Library Receives Funding Award from USDA Rural Development

In July the USDA Rural Development approved a loan of \$700,000 for a new Hedgesville Library. Rural Development funds will be used to enable the Martinsburg-Berkeley County Public Library to complete the interior of a brand new, 9,000 square foot, state-of-the-art library which will serve the community of Hedgesville. The new library will offer a community of over 24,000 people free internet access, computers for research and job searches, allow for meeting space for organizations and support adult and children's programming. The library will become an afternoon location for children, as it is situated within walking distance of both an elementary and middle school.

USDA Rural Development State Director Bobby Lewis said, "We are excited to be a part of this important project for the community of Hedgesville . . . We celebrate not only this library but also the hard work and determination of everyone associated with the Martinsburg-Berkeley County Public Libraries, the Berkeley County Building Commission and the residents of this community."

USDA, through its Rural Development mission area, has an active portfolio of more than \$172 billion in loans and loan guarantees. The programs improve the economic stability of rural communities, businesses, residents, farmers and ranchers and improve the quality of life in rural America. In Fiscal Year 2012, USDA Rural Development invested more than \$387 million to improve housing conditions, build and improve infrastructure and create and retain jobs in rural communities across West Virginia.

Getting babies into books with early literacy programs



ALA Editions announces a [new iteration of its popular eCourse, *Getting Babies into Books with Early Literacy Programs*](#). Kathy Kirchoefer will serve as instructor for a five-week facilitated eCourse starting on Nov. 4, 2013 (note that this is a four week course, but the final week is being stretched to two weeks to accommodate the Thanksgiving Holiday).

In those moments when a baby relaxes and cuddles in your lap as you read them a book, a wonderful thing is happening—that baby is learning that books contain words, pictures and stories that are captivating. You can start teaching early literacy skills to babies before they can even speak!

Whether you're preparing programs for babies in your library or community center, teaching

early literacy skills to daycare providers or providing support to new parents in an outreach program, this eCourse is packed with practical tips that will make your work easier and more productive, as well as more fun and effective for babies and their caregivers.

Registration for this ALA Editions facilitated eCourse, which begins on November 4th, can be purchased at the [ALA Store](#). Participants in this course will need regular access to a computer with an internet connection for online message board participation, viewing online video, listening to streaming audio (MP3 files), and downloading and viewing PDF and PowerPoint files.

Confront bullying in October

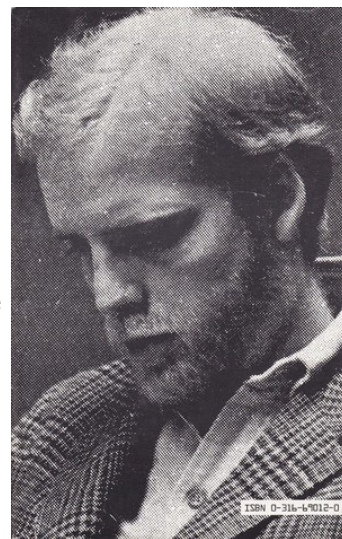
[PACER](#) (Parent Advocacy Coalition for Educational Rights) has named October National Bullying Prevention Month. The [campaign's website](#) offers information and resources for educators, librarians and others. In support of the project, *Booklist's Quick Tips for Schools and Libraries* has assembled a [list of books about bullying](#).

Breece Pancake seminar available via streaming, DVD

In June, author Breece Pancake was celebrated at the Milton Branch Library in a program called *The Literary Image and Impact of Breece D'J Pancake*. WVLC staff recorded the seminar, which is now [available for streaming on the WVLC website](#). If you would prefer a DVD copy for your library, [Mark Lanham](#), Supervisor of the WVLC Television Network, invites you to request copies of the seminar on DVD. You can reach Mark by phone at (304) 558-2531.

Pancake, who would have turned 61 on June 29, was a native of Milton, WV. Although the body of his work is small, it has never gone out of print. He tragically took his own life in 1979.

The DVD was created with financial assistance from the West Virginia Humanities Council, the Milton Branch of the Cabell County Public Library and the West Virginia Library Commission.



Updated manual for professional communication

The third edition of "[Communicating Professionally, Third Edition: A How-To-Do-It Manual for Librarians](#)," by Catherine Sheldrick Ross and Kirsti Nilsen is completely revised with new sections outlining the opportunities offered by contemporary communication media. *Booklist* called the training guide "one of the most valuable professional publications to come off the presses in a long time." With more resource information on cross-cultural communication, including new applications of communication principles and the latest research-based material on communication in general, *Communicating Professionally* covers:

- Fundamental skills such as listening, speaking and writing;
- Reading others' nonverbal behavior;

- How to integrate skills, with tips for practicing;
- Sense-making, a theory of information as communication;
- Common interactions like speaking one-on-one, working in groups and giving presentations;
- Training others in communication skills, including a special section on technology-based training.

For more information, visit [ALA News](#).

Free Privacy Education Tool

PeopleSmart is offering a free resource to libraries called [Privacy Education](#), which explains how to protect your personal information while online. From social media to medical and financial privacy, this resource is a great starting point to review how people see your online profile, and what essential steps you can take to make sure you don't fall victim to online identity theft. PeopleSmart encourages libraries to link to the resource. If you have questions, contact [Andy Boonstra](#) at 402-861-4978.

Library Lookout

Published biweekly by the
Library Development Division
West Virginia Library Commission
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Boulevard, East
Charleston WV 25305

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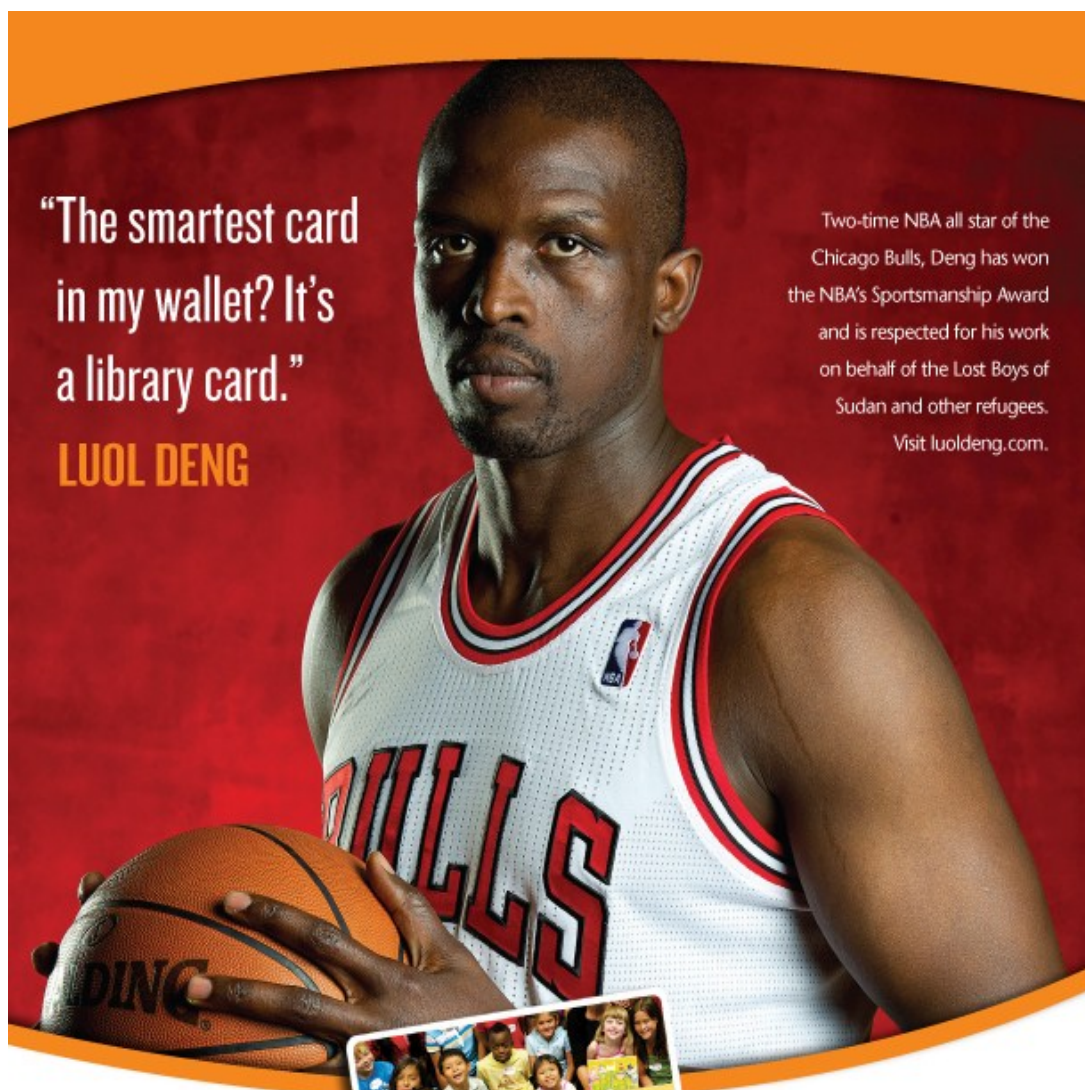
Funding for West Virginia Library Commission programs and services, including this newsletter, is provided by the State of West Virginia. Funding for this newsletter is also provided by the U.S. Institute for Museum and Library Services under the provisions of the Grant to States Program as administered by the West Virginia Library Commission.



September is Library Card Sign-up Month

Help Celebrate Library Card Sign-up Month in September.

Visit [@your library](#) to download this poster of Luol Deng.



"The smartest card
in my wallet? It's
a library card."

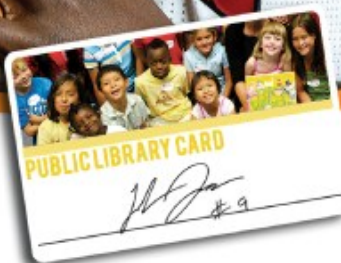
LUOL DENG

Two-time NBA all star of the Chicago Bulls, Deng has won the NBA's Sportsmanship Award and is respected for his work on behalf of the Lost Boys of Sudan and other refugees. Visit [luoldeng.com](#).

SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH

Visit your library today. It is a community hub of activity. A library card grants access to books, e-books, computers, homework help, assistance with resumes and job searches, adult education courses, music, movies and more.

For more information, visit [atyourlibrary.org](#)



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